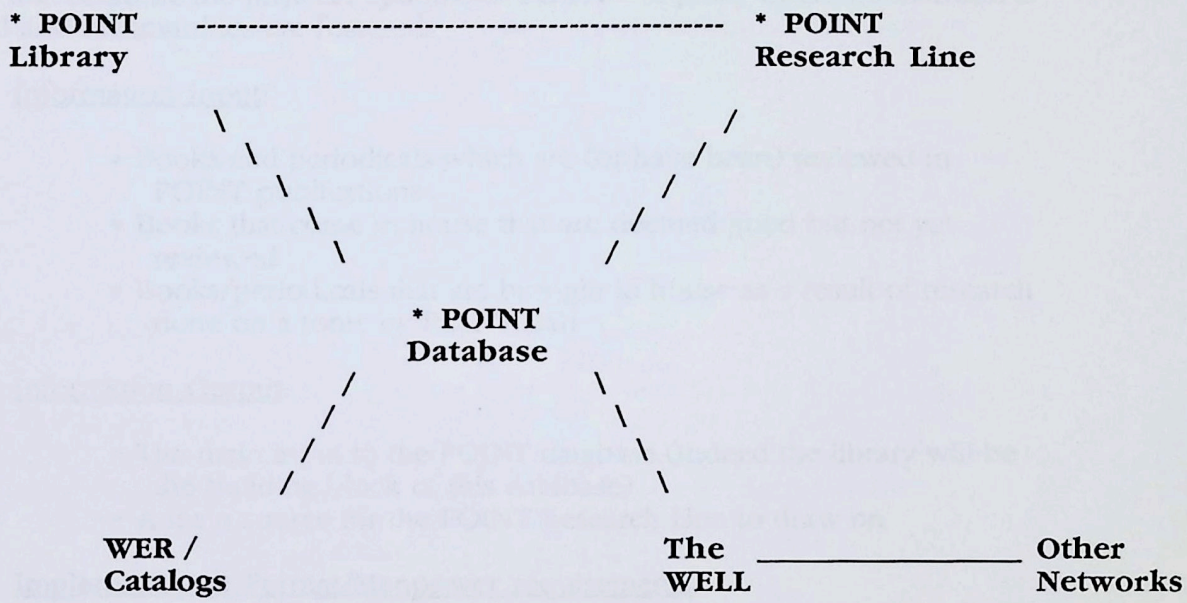
THE POINT INFORMATION DISTRIBUTION SYSTEM



CONSULTING Services *

*** NEW projected elements of the system!!!**

THE POINT INFORMATION NEW SYSTEM COMPONENTS

(In order of Probable implementation)

The POINT Library

Created by cataloging, sorting, filing and computerizing information collected from the vast amount of books and periodicals amassed over the last twenty odd years, this could be the physical epitome of POINT -- a place where information is shared and communities are fostered.

Information Input:

- Books and periodicals which are (or have been) reviewed in POINT publications
- Books that come in house that are deemed good but not yet reviewed
- Books/periodicals that are brought in house as a result of research done on a topic by POINT staff

Information Output:

- The main input to the POINT database (indeed the library will be the building block of this database)
- A main source for the POINT Research Line to draw on

Implementation Format/Manpower requirements:

- this will be the FIRST new component to be worked on as it will serve as the base around which the Database and Research Line are built
- First, and foremost, a space large enough to hold the current POINT collection plus ample room for expansion must be found for the Library
- to effectively compile, catalog, sort, and computerize the library will require at least one year of a full time employee (D. Burnor) plus some additional help

Initial Funding Requirements:

- to pay for employees, consultants, software, replacement or updated books, and rent over the first year of building the Library could cost up to $73,000

Initial Possible Funding Sources

- San Francisco Foundation -- for linking into other Bay Area Libraries
- Marin Community Foundation -- For linking into Marin libraries (if we stay in Marin)

Initial Possible Funding Sources (Continued)

- Corporations - for a 3 year free membership and their names on a plaque
- WER/WELL supporters -- a free one-year membership and their name on a plaque
- The Institute

Ongoing Funding Requirements:

- to pay for a full-time librarian, some replacement or updated books, and rent over the ensuing years could cost about $35,000

Ongoing Possible Funding Sources

- Corporations -- for memberships and quarterly in-house displays
- Individuals - memberships (possibly even "Mail Memberships")
- Other Libraries -- offering not just bibliographic data but Whole Earth recommendation and reviews

POINT Database

Created initially from information from the Library, the database would include bibliographic material on books and periodicals therein PLUS indexes, text and various information on good organizations, people and/or businesses POINT knows about but has not harped on in print. This database would be the major hub of the POINT Information Distribution System -- receiving data from a variety of sources and making it available to many others.

Information Input:

- Books & Periodicals residing in the POINT library
- Information on commendable groups and organizations that have come to our attention through research on various topics
- Data on various specialized conferencing systems
- Updated or new facts from staff and users

Information Output:

- The POINT Research Line
- The WELL (and other linked conferencing systems)
- POINT publications (for background data)
- POINT Consulting and classes

Implementation Format/Manpower requirements:

- this will be worked on **concurrently** with the Library computerized cataloging process cited above and will serve as the core of the Information Distribution System
- it will probably take a good year to effectively set up the rudimentary database which can be built on in the future as current and correct information is input

Initial Funding Requirements:

- to pay for employee time, software and a LARGE Machine (assuming we can't get one donated) over the first year of building the Library could cost about $34,700

Initial Possible Funding Sources

- San Francisco Foundation -- as a by-product of the Library project
- Marin Community Foundation -- For linking into Marin libraries (if we stay in Marin)
- Corporations - for a 1 year free membership to the POINT Research Line
- The Institute

Ongoing Funding Requirements:

- to pay for part-time data-entry, programming, and maintenance personnel over the ensuing years could cost cost about $33,000

Ongoing Possible Funding Sources

- Corporations -- for annual memberships to the POINT Research Line
- Individuals - membership to the POINT Research Line

POINT Research Line

As a menu-driven 900 number, this phone service could offer users access to interesting information plus some immediate customer service and free other POINT employees to do their jobs. The caller could pay a premium to get immediate information as they call or be satisfied to receive a packet of data on the question(s) they asked by mail for a set price.

Information Input:

- Books & Periodicals residing in the POINT library
- Information residing on the POINT database
- Data on various specialized conferencing systems
- Books and periodicals residing in other linked libraries
- Updated information from users
- Articles/Reviews in POINT publications

Information Output:

- Users of the Research Line (answers to their questions)
- The WELL (updated and/or expanded data)
- POINT publications (updated/expanded information)
- POINT consulting services and classes

Implementation Format/Manpower requirements:

- As the database and the library come near to being in their final forms, the POINT Research Line (WERL) could simultaneously be set up for operation
- it will probably take a good three to six months to effectively set up a basic 900 number/customer service type of operation that could be enhanced as functions become available

Initial Funding Requirements:

- to pay for research personnel, printing (of packet material) , postage, modification of the 900 number... over the first three months of building WERL could cost about $10,000

Initial Possible Funding Sources

- Corporations - for a 1 year unlimited free membership
- Individuals - for a 1 year unlimited free membership
- The Institute

Ongoing Funding Requirements:

- to pay for part-time research, and/or customer support personnel plus printing, postage and telephone rent over the ensuing years could cost cost about $52,000

Ongoing Possible Funding Sources

- Corporations -- annual memberships of varied types
- Individuals - membership with some or no limits depending on type

POINT Consulting Services

Knowing that POINT is a dilettante of an organization -- a dabbler in many topics -- it would seem that to set up a service by which we could share this knowledge with corporations or individuals for a fee could be be effective.

Information Input:

- Books & Periodicals residing in the POINT library
- Information residing on the POINT database
- Data on various specialized conferencing systems
- Books and periodicals residing in other linked libraries
- Updated information from users
- Articles in POINT Publications

Information Output:

- Corporations
- Classes
- Conferences

Implementation Format/Manpower requirements:

- As the Database, Library and Research Line come near to being in their final forms, the POINT Consulting Services could start to operate

Initial Funding Requirements:

- to pay for marketing of our consulting services could cost about $1,000

Initial Possible Funding Sources

- Corporations -- Sponsorship...
- The Institute
- POINT

Ongoing Funding Requirements:

- to pay consultant fees, rent, printing and other misc related fees could cost cost about $650/session

Ongoing Possible Funding Sources

- Corporations -- for Corporate package comprised of:
    - a certain number of WER subscriptions
    - an advance two-page summary of highlights from the upcoming issue of WER
    - a Special Issue Book (if published)
    - unlimited access to the POINT Research Line for one year
    - one day visitation from a POINT consultant

  OR -- an environmental package of:
    - a tour for 25 people of ten Bay Area Restoration site
    - a copy of Healing the Earth
    - a copy of the Ecolog calendar
    - unlimited access to the POINT environmental database for one year
    - a special session about/with an environmental hero

- Individuals - enrollment in a class/conference centered around a specific topic POINT has information on or experience in